

You gotta be here

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Tag Workshop Organizers Meeting
February 12, 2010
Philadelphia, PA



Finding your audience

- Advertising
- Recruiting
- Applications
- Selection
- Communication





Advertising

- Web page
- Mailing lists
 - CSTA
 - SIGCSE
 - SIGCAS
 - NCWIT



Recruiting

- Surrounding high schools
- Admissions
- Education school / departments
 - Science
 - Technology
 - Mathematics
- State entity for k-12 education





Applications

- In-house versus commercial
- Verify contact information
 - Summer contact information need for attendees
- Backup
- E-mail archive
- Acknowledge
- Send acknowledge of what they filled-in
- Contact person
- Alias



Applications

- Collect
 - Professional contact information
 - Curriculum information
 - Summer contact information
 - Questions or comments

The screenshot shows a web browser window with the URL www.cs.virginia.edu/tapestry/application/application.htm. The page title is "Tapestry 2010 Workshop" and the subtitle is "Attraction and engagement of students to computing". The page is hosted by the University of Virginia, Department of Computer Science, Charlottesville, VA, from July 6-8, 2010. The left sidebar contains a navigation menu with links: Home, Agenda, Application, Housing and parking, Directions, Organizers, and Participants. The main content area has a section titled "Application" with the following text: "Educator and counselors requesting to attend the workshop must provide contact information, school background information, and indicate their workshop expectations. Please contact **Peggy Reed** at 434.982.2394 if help or information is needed." Below this text is a form titled "Professional contact information" with the following fields: Name, Position, School, Street 1, Street 2, and Town or City.



Selection

- Position - teacher / administrator / counselor
- Curriculum responsibilities
- Geography
 - Proximity
- Demographics
- Interest
- Peerage



Selection

Application

Applications are not yet being accepted.

All people requesting to attend the workshop must provide contact information, school background information, and indicate their workshop expectations. Please contact **Brenda Perkins** at 434.982.2602 if you need help or information.

Professional contact information

Name

Position

School

Street 1

Street 2

Town or City

State

Zip code



Selection

Position Teacher
(select all that Department head
apply) Administrator
 Counselor

E-mail

Repeat E-mail

Telephone

Summer contact information

E-mail

Repeat E-mail

Telephone

Cell



Selection

Curriculum information

Computing courses at your school

Computing courses you teach

Other curriculum responsibilities (if any)

Your expectations for the workshop



Selection

School demographics

- Level High school
 Middle school
-

- Setting Rural
 Suburban
 Urban
-

- Population Female and male
 Female only
 Male only
-

- Type Public
 Public charter
 Public magnet
 Private
-



Selection

- Mission College preparatory
 Comprehensive
 Technical / vocational preparation
 Other (describe below)

Other

- Size < 500
 500 - 1000
 1000 - 2000
 > 2000
-

Population Percentage of students who are members of racial minorities that are under-represented in computing (e.g., Black, Hispanic, and Native-American)



Selection

CS AP course demographics for 2010-2011 academic year

Number of students across all CS AP sections

Number of students across all CS AP sections that are female

Number of students across all CS AP sections that are members of racial minorities underrepresented in computing



Selection

Questions or comments



Communication

- Web forms
 - Logistics
- E-mail lists
 - Require acknowledgements
- Postal mailings
 - Only used for certificates



[Application](#)

[Brochure](#)

[Contact us](#)

[Organizers](#)



TAG Workshops

Teachers Attracting Girls
to
Computing

Organize a TAG workshop and expand the path to computing majors

- Train high school teachers to attract more and diverse students to their CS courses
- Enhance the quality of high school computer science
- Develop a pipeline of motivated students to your college program
- Form a community of teachers who share successful methods
- Explain the importance of diversity in computing
- Provide resources for inclusive pedagogy

No experience needed

Organizer information

Web pages

Workshop home page Workshop storefront provides agenda, travel, and other information for applicants and attendee

Application form Teacher application form to attend workshop

Attendees student demographics Seek demographic information regarding students in computing and CS AP courses

E-mail documents

Announcement Letter broadcasting workshop availability

Acknowledgement Done by script

Acceptance Letter to applicants being accepted to workshop

Declination Letter to applicants who cannot be offered acceptance

Specific rejection Letter to applicants who wanted to know why we were unable to offer admission

Reminder Letter to applicants as workshop is approaching

Scripts

Application Validate application, display back, record to log, and acknowledge by email